

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF BANKING AND FINANCE

BUSINESS COMMUNICATION (BS103)

DURATION: 3 HOURS

JUN 2023

INSTRUCTIONS TO CANDIDATES

1. Answer any **four** questions.
 2. Answer each question on a fresh page.
 3. No cell phones are allowed in the examination room.
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QUESTION ONE

- a) Explain the stages in a two way communication process. (12)
- b) Communication situations are characterized by 'noise'. Identify any five types of 'noise' in business organizations and discuss how each could be overcome. (13)

[25 marks]

QUESTION TWO

- a) Suggest five ways to make a business letter more readable. (5)
- b) Explain five reasons why emails have become a common method of communication. (10)
- c) Identify and explain the challenges associated with the use of emails. (10)

[25 Marks]

QUESTION THREE

- a) Identify any four characteristics that distinguish formal meetings from small groups. (8)
- b) 'In business one is likely to participate in meetings as a leader or as a participant'. Explain the techniques for conducting meetings from the perspective of:

- i) The leader of the meeting (6)
- ii) A participant (3)
- c) Explain four main reasons why minutes of meetings are important. (8)

[25 Marks]

QUESTION FOUR

- a) Using relevant examples distinguish between centralised communication networks and decentralised communication networks. (10)
- b) Identify and explain any five roles in a team. (15)

[25 Marks]

QUESTION FIVE

Explain the advantages and disadvantages of using the following methods of communication:

- a) Social media (10)
- b) Written communication (8)
- c) Graphical communication (7)

[25 marks]

QUESTION SIX

- a) Describe four situations in which written communication is preferred to spoken communication. (8)
- b) Explain the impact of body language and voice quality of a person in oral presentations. (17)

[25 Marks]

END OF EXAMINATION